



She'll Love a Fur Coat

Luxury fur coats for Christmas gift-giving. Left: Stunning sheared beaver featuring new pockets; right, magnificent mink with new, new sleeves.

STORES OPEN FRIDAY NIGHT FOR INSPECTION

To give patrons an opportunity of viewing their extensive stocks of holiday merchandise, Torrance merchants will throw open their stores Friday evening, before and after the visit of Santa Claus, who is scheduled to arrive at 7:30 p.m. in the downtown district.



"Jewel" Sweaters

Here's the glamour gift for day and night wear—"Jeweled" sweaters. Sparkling with multi-color sequins, silver and braid trim, these are fashion's newest. Note the longer cardigan.



Perfect "Double-Duty" Gift

Tailored pajamas are of pure silk crepe with part round neckline and four slash pockets. Tailored robe matches and the ensemble makes a gift that would bring delightful sparkles to any woman's eyes Christmas morning.

WEARABLE GIFTS DESIRED BY WOMEN THIS CHRISTMAS

Really now, wouldn't you like to find some wearable gifts under your Christmas tree? We think we can safely say that wearable gifts are on the "Preferred List" of all women. And this does not necessarily limit you to accessories, either, although the latter are extremely popular gift items. Check over your gift list now. Isn't there someone on it who simply loves blouses, or jackets and skirts? How about sweater-collectors? And for the fashionable miss who loves the "new"—how about a jumper?

ons. And don't forget please to see the glamour gift sweaters. These sparkle with gold thread, sparkling jet, bead and multi-color sequin trims. Ultra fashionable, they're gala for daytime and evening wear — and sometimes can substitute for a "little" evening wrap.

Shop with your friends—Torrance retail merchants — this Christmas!

Speaking of gift blouses, your Torrance stores have a wonderful collection of them including the long-sleeve shirt classic with new French cuffs, stunning "accessory" blouses with suave high necklines that are perfect for all her costume jewelry. See the shining satin blouses for dress-up, the feather-soft sheer wool jerseys, the rich rayon crepes and rayon failles, the lame blouses. Cleverly tucked, shirred and draped, these blouses feature twinkling buttons, up-puffed long or 3/4, or short sleeves, beautifully high or low necklines. In white, vivid colors, black and stripes, each of these blouses is a gift gem.

Prime favorites for sweater collectors are the classic twins, the gay peasant embroidered cardigans, the new longer cable-stitch cardigans, dressmaker slip-



HUNTING



GOLF



BADMINTON

Ladies! . . .

This year give your men folks something they will really appreciate . . .

SPORTING GOODS

Santa Suggests:

- TROUT RODS \$1.95 up
- FISH BASKETS 90¢ up
- COLEMAN CAMP LANTERNS \$2.75 up
- GUN RODS 10¢ up
- HUNTING KNIVES 70¢ up
- WILSON'S TENNIS BALLS Box of 3—\$1.50
- BADMINTON SETS \$1.55 up
- GOLF BALLS 25¢ each
- ALSO GIFT SETS AMMUNITION LICENSES



TENNIS



FISHING

B. J. Scott

Torrance Electric Shop

1421 MARCELINA AVE.

PHONE 567

Very Personal

Give her a "Hand to My Heart" locket and bracelet.

ELECTRICAL GIFTS

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